



August 19, 2004

California Performance Review Commission
The California Performance Review
c/o Office of Governor Arnold Schwarzenegger
State Capitol
Sacramento, CA 95814

Dear Mr. Chairman and Commissioners:

NAMM, the International Music Products Association, respectfully requests your consideration of Joe Lamond, President and CEO of NAMM, to testify about Chapter Three recommendations regarding Career Technical Education Graduation Requirements at the California Performance Review Commission Hearing on Education, Training and Volunteerism to be held on Thursday September 9, 2004.

Joe Lamond, the President and CEO of NAMM, the International Music Products Association, is recognized nationally for his advocacy of music in the nation's schools. Lamond has testified before the United States Congress regarding the importance of music in education and helped generate federal-level appropriations to support music education in our schools. Lamond also assisted in drafting Congressional Resolution HR266 in support of Music Education. As a board member to the International Foundation for Music Research, Lamond promotes and funds peer-reviewed research on the effects of music and cognitive development, and music's effects on a student's overall academic performance within the core curriculum.

Lamond serves NAMM's mission to expand global participation in active music making. By engaging NAMM's 8,000 members, outreach and advocacy efforts are advancing opportunities for hands on music making, especially for school-aged learners and people seeking career opportunities in the music products industry.

NAMM supports the ideals in the California Performance Review, recognizing that California's economy and labor market require skilled workers that are prepared for technological innovations that have had profound effects on industries as diverse as entertainment and manufacturing. NAMM has been growing our own talent and future leaders through our own professional development opportunities that are available nationally and online at NAMM University; we are contributing to school-to-career programs, which expand opportunities for Californians in the music products industry and the other creative industries through a partnership with education in California. The digital and technical arts and sciences lead the cutting edge of the music products industry, and expand our presence in the global marketplace. NAMM is committed to working with the education community and policy makers in California, to develop a local workforce that is prepared to enter the rapidly growing California and global music products industry. NAMM also seeks to assist – with both energy and resources - to advance access to music and music education and help assure that every child has access to the benefits of music that contributes to success in school.

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NAMM is a 103-year-old organization that leads and strengthens the \$16 billion dollar global music products industry. It represents music manufacturers, distributors, suppliers, manufacturer representatives, and subsidiary manufacturers and retail members from around the world. The music products industry is a vital part of California's creative industries which collectively contribute \$6.2 billion to the California economy each year.

Thank you for your efforts in preparing the California Performance Review, and for your consideration of NAMM's request for Joe Lamond to serve as a witness at the California Performance Review Public Hearing on Education, Training and Volunteerism.

Sincerely,

A handwritten signature in black ink, reading "Mary Leuhrsen". The signature is written in a cursive style with a large, looping 'M' and a trailing flourish.

Mary Leuhrsen
Public Affairs and Governmental Relations Director
NAMM, the International Music Products Association